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Activities of the Division of Agricultural Economics Programs //

This division provides cooperative assistance to the States in:

Development and conduct of all phases of extension marketing and utilization work and agricultural economics extension work in the fields of farm management, production economics, agricultural finance, farmers' cooperatives, general economics, public affairs, rural sociology, health services, and agricultural outlook;

Subject matter and methods in developing and carrying out this work;

Developing plans and programs for carrying out extension work under the Agricultural Marketing Act;

Economic phases of farm and home unit approach and program projection work;

Developing and maintaining liaison with USDA, agencies of other executive departments, and private organizations concerned with marketing, farm management and other economic aspects of agricultural production.

Staff members work with State Extension Directors, specialists, supervisors, and State extension leaders in planning, developing, analyzing and coordinating all aspects of marketing programs, the economic phases of production programs, and rural sociology and health. Assistance is provided in matters of policy regarding the operation of programs, the development of training programs for workers, and the relationship of specific marketing or other economics programs to other extension programs. Those staff members cooperating primarily with State specialists offer assistance in planning, developing, analyzing and coordinating regional and State programs, in the exchange of methods and ideas between States, in the preparation of subject matter material from a national or regional viewpoint, and in the analysis of problems and the development of solutions, and participate in the conduct of specific State programs for which they are qualified.

Specialists assist in development and conduct of AMA projects and are responsible for continuously reviewing progress on projects in their respective areas and for reporting to advisory committees and others concerned.

Agricultural Economics - overall planning, development, and correlation of all marketing and rural sociology programs and farm management and other economic phases of production programs.

H. M. Dixon, Director
Raymond C. Scott,
Assistant Director

Farm Management and Production Economics Branch

John B. Claar, Chief

- (1) Planning and management of the farm business; economic phases of farm and home unit approach; adjustments in

types and systems of farming; efficient utilization of labor and equipment; farm leases and operating arrangements; and land and water resource development.

Northeastern States
Western States
North Central States
Southern States

Lawrence M. Vaughan
Virgil Gilman
John B. Claar, Acting
Edgemond P. Callahan

- (2) Income tax, social security, farm records, and farm transfers.

Edwin A. Johnson

- (3) Farm credit finance and farmers' cooperatives.

James L. Robinson

Credit planning and relationship with Farm Credit Administration.

Farmer cooperatives, their functions, organization, operation, and relationships with other organizations.

General Economics and Rural Sociology Branch

- (1) Outlook and marketing information
(2) Public affairs
(3) Applied sociology, health improvement, community organization, leadership, recreation, group methods for effective planning and teaching.

*Karl G. Shoemaker,
Chief
(reporting 1/3/56)
Sharon Q. Hoobler
Karl G. Shoemaker

Evlon J. Niederfrank

Fruit & Vegetable Marketing & Utilization Branch

- (1) Marketing fruits, potatoes, nuts and floricultural crops.
(2) Marketing vegetables.
(3) Marketing facilities and materials handling.
(4) Utilization of fruits and vegetables - new products, new and improved processing methods, relationships with ARS on utilization.

**Lloyd Davis, Chief
(reporting 1/3/56)

Russell L. Childress
W. Eugene Jones

W. Eugene Jones

Irvin C. Feustel
Western Utilization
Research Branch
800 Buchanan Street
Albany 10, California

* Mr. Shoemaker is with the Wisconsin Extension Service serving as Associate Professor in Agricultural Economics.

** Mr. Davis is with the New York Extension Service serving as Associate Professor of Marketing.

Livestock, Dairy and Poultry Marketing and
Utilization Branch

- (1) Livestock marketing
- (2) Dairy marketing
- (3) Poultry marketing

Homer S. Porteus, Acting
Max K. Hinds
Homer S. Porteus

General Crops Marketing and Utilization Branch

- (1) Marketing grain, cotton, tobacco, peanuts, rice, sugar, oil crops, etc.
- (2) Grain marketing - Cooperative with winter wheat States with part-time availability through Director Brown, Stillwater, Oklahoma
- (3) Cotton utilization - work with cotton manufacturers on new and improved method of mechanical processing of cotton.

Lee Roy Paramore, Chief

Lee Roy Paramore

James R. Enix

William J. Martin
P. O. Box 147
Clemson, South Carolina

- (4) Grain and grain byproducts utilization.

Kenneth R. Majors
Northern Regional
Utilization Research
Laboratory, USDA
Peoria, Illinois

Consumer-Distributor Marketing Branch

- (1) Marketing information for consumers

Program initiation and development
Subject matter and methods.

Gale A. Ueland
Ruth Hodgson

- (2) Food merchandising work with wholesalers and retailers aimed specifically at improving efficiency and merchandising practices in retail stores.

*Lewis F. Norwood, Jr.

* Mr. Norwood will be appointed December 1, 1955. He is now Retail Marketing Specialist in the New England Extension Educational Program in Marketing Information.

